



Escape Hunt plc

23<sup>rd</sup> July 2018

## Escape Hunt Licence agreement with BBC Studios *Doctor Who*



Escape Hunt, the global entertainment network offering unique “escape the room” adventures to the public and to corporate clients, today announces that it has signed a five year exclusive licence agreement with BBC Studios to create *Doctor Who* themed escape rooms in the UK.

Under the terms of the agreement with BBC Studios, Escape Hunt will open the first of the rooms in December 2018 to follow the autumn launch of the new television series. The intention is to roll out *Doctor Who* themed rooms across the UK over the next three years. This IP content deal with BBC Studios helps to further differentiate Escape Hunt from its competitors and assist in its strategy of being the premier brand in the escape rooms sector. The company believes that using branded content in its escape rooms broadens their appeal both to the public and to corporate clients and will help to drive footfall and brand awareness.

Escape Hunt has developed a range of industry-leading themed escape rooms for the UK roll out which commenced this spring. Within just four months of opening, all three of its new sites in Birmingham, Bristol and Leeds were featured in the top two TripAdvisor “fun and games” attractions in their respective cities, which bears testimony to the quality of games created by the company’s in house design studio. The Company has been delighted by its customers’ reaction to the business thus far, with 98% 5 star TripAdvisor reviews received, alongside comments suggesting that Escape Hunt is redefining the industry and providing the absolute best customer experience.

Richard Harpham, Escape Hunt Chief Executive Officer, said:

*"Following the success of our original Escape Hunt games, we are thrilled to be partnering with BBC Studios to create Doctor Who - The Live Escape Game.*

*Going on an Escape Hunt is all about stepping into and experiencing new worlds so strength in different genres is absolutely key to our content strategy. Doctor Who represents the very best in British action adventure and has a loyal and dedicated fanbase that spans all*



*generations. We look forward to bringing the show to life for all fans in its first ever live escape game experience at Escape Hunt venues across the UK."*

The information contained within this announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulations (EU) No. 596/2014. Upon the publication of this announcement via a Regulatory Information Service ("RIS"), this inside information is now considered to be in the public domain.

## **Enquiries**

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## **Notes to editors**

### **About Escape Hunt**

Escape Hunt is a global provider of live 'escape the room' experiences. The company was founded in Bangkok, Thailand, in 2013. Since then, Escape Hunt has expanded rapidly, opening nearly 50 locations across 27 countries around the world. The Company was re-admitted to AIM in May 2017 with the strategy of focusing on rolling out owner operated branches across the UK, whilst continuing to grow the franchise network. Escape Hunting involves 60 minutes of pure excitement, during which groups of teammates lose themselves in an incredible immersive experience, working together to follow a series of fiendishly clever clues and escape a locked room.

### **About BBC Studios**

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. Formed in April 2018 by the merger of BBC Worldwide and BBC Studios, it spans content financing, development, production, sales, branded services and ancillaries. BBC Studios' award-winning British programmes are internationally recognised across a broad range of genres and specialisms. It has offices in 22 markets globally, including six production bases in the UK and production bases and partnerships in a further nine countries around the world. The company, which makes 2500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK's independent sector. BBC Studios has revenue of £1.4bn, and returns around £200m to the BBC Group annually, complementing the BBC's licence fee and enhancing programmes for UK audiences.



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